

DECLARATION FOR PATENT APPLICATION (SOLE)

As the Below named inventor, I hereby declare that:

Docket Number: **IP-022226**

Express Mail No.: EU840803152US

My, residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM CAPTURING AND ANALYZING CONSUMER BUYING DECISIONS the specification of which is attached hereto as amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

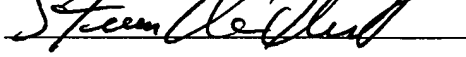
I hereby claim the benefit under Title 35, United States Code, 120 of any United States application listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulation, Section 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

<u>09/891,544</u>	<u>6/23/01</u>	<u>Abandoned</u>
(Application Number)	(Filing Date)	(Status - patented, pending, abandoned)
_____	_____	_____
(Application Number)	(Filing Date)	(Status - patented, pending, abandoned)

We hereby appoint RICHARD C. STEWART, II (REG. NO. 28,047), MELVIN D. FLETCHER (REG. NO. 36,137), DANIEL C. STELTER (REG. NO. 40,380), PAUL E. HODGES (REG. NO. 20,972), MORGAN L. FITCH, IV (REG. NO. 28,413), EVELYN M. SOMMER (REG. NO. 19,603), STEWART L. GITLER (REG. NO. 31,256), CHRISTOPHER J. MCDONALD (REG. NO. 41,533) and ANTHONY J. CASELLA (REG. NO. 24,095) to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith. Address all communications to:

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name: <u>Steve Van Fleet</u>	Inventor's Signature: <u></u>
Date: <u>4/1/04</u>	Residence: <u>USA</u>
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